

Toluna QuickSurveys Launches The First Self-Serve Strategic Research Product

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Toluna QuickSurveys, the leading on-demand survey platform, launched PowerPosition, an automated survey tool that provides fast turnaround, high-quality strategic positioning and communications insights to brands, research agencies, consulting companies and others.

Users of the new PowerPosition tool, which has been integrated into the Toluna QuickSurvey platform, are now able to:

1. Identify their own brand or product
2. Name three competitors
3. List ten key attributes of a brand/product/service to assess
4. Target whom they wish to interview

After following these four easy steps, results and insights are available in real time, with most projects complete within a few hours. “The problem with most online survey tools is you still have to do the heavy lifting. We have taken a highly advanced market research methodology and placed it in the capable hands of every agency, brand and small business in the entire world. PowerPosition is the future of strategic research,” stated Phil Ahad, Vice President of Toluna QuickSurveys. The Toluna QuickSurveys PowerPosition platform includes:

- Access to a panel of over six million global consumers with the ability to select profiles or to add a list of people
- A simple four-step launch process
- A full suite of analytics for interpretation and action

For more information on Toluna QuickSurveys PowerPosition, please visit www.quicksurveys.com.